

VENKATESH K

Senior Engineer – Marketing

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ADDRESS: BENGALURU – 560 057

PROFESSIONAL SUMMARY

An experienced engineer with 8+ years of success in machine Tools industry focused on pre & post-sales activities. Possess deep technical acumen along with excellent communication and marketing skills to identify potential clients, pitching products & generating high-quality leads.

KEY SKILLS

- Pre-sales & Post-sales support
- Proposal development
- Order Management
- Product training
- New Business Development
- Inside Sales & Order processing
- Marketing
- Order lost analysis

SOFTWARE PROFICIENCY

- AutoCAD
- CAPSTURN
- MS Office
- Power BI
- Microsoft Dynamic CRM
- SAP S4 Hana

EXPERIENCE

Sr. ENGINEER: MARKETING (Technical Support & Inside Sales)

11/2012 to Current

ACE DESIGNERS LTD – Bangalore, Karnataka

PRE-SALES:

- Understanding customer requirements, working out suitable machine to finish the component from casting/forging stage to machined output with suitable process charts/production cycle time & proposal.
- Working closely with front end sales team to understand customer's requirement, business environment and related complexity and decide on strategies & value proposition for quotations.
- Preparing competitive estimates/quotations with appropriate technical and commercial considerations for each individual projects.
- Liaising with design, application team to clarify technical queries to enable sales team in closing the orders.
- Utilize business intelligence tools to provide sales insights to marketing and sales team.
- Developing interactive dashboards and reports through Excel & Power BI tool for Presale's activities.
- Monitoring market requirements and feedback to management/ design team for new product development to cater the market.
- Organizing for pre-order trials for strategic customers
- Visiting to customer places for Techno-Commercial discussion based on need by sales teams to convert the enquiries to orders.
- Providing product training to newly joined sales representatives and dealers.

POST SALES & ORDER MANAGEMENT:

- Translating sales documents like Quotation, OFF & PO into SAP configuration.
- Review of customer documents and validate PO terms & conditions.
- Provide monthly sales plan to management/ assembly based on coordination with the sales team/dealers.
- Liaise with sales and assembly team to ensure the relevant information shared to the right people at right time.
- Responsible for daily/weekly/monthly machine dispatches to meet customer commitment.
- Organizing weekly and monthly review meetings to monitor orders status and to achieve sales target.

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PERSONAL PROFILE:

Father's Name : S.A.P. Krishnan
Mother's Name : K. Chandra
Date of Birth : 05.02.1991
Gender : Male
Marital Status : Married
Nationality : Indian
Languages Known : Tamil (S/W/R),
English(S/W/R),
Telugu (S),
Kannada (S)
Address for communication : 304, 3rd Floor,
DS MAX Seldon
Apartment,
Mallasandra
Village,
BENGALURU –
560 057
Permanent Address : No. 8/37,
Chettiar Street,
Valanadu (PO),
Marungapuri(TK),
Trichy (Dt) –
621308

- Experience in co-coordinating with different work groups/teams to complete the task within the allotted time for the project. Meeting customer deadlines/targets as committed under pressure.
- Coordination for in-house shows and exhibitions. (ACME, INTEC, AMTEX, ENGIMAC & IMTEX exhibitions etc).
- Responsible for department ISO activities.
- Presenter for Management Reviews meetings

ACCOMPLISHMENT

- Successfully executed bulk orders from strategic customers and ensured on time delivery.
- Successfully contributing Presale's role to support field sales engineers to convert the opportunities as order. 100+ order received every year through presales process.
- Established dashboard for Presale's activities to get insights/monitor the status.
- Developed database for bought out/accessories prices and used by whole team members.
- Special focus made for Turn Mill machines sales growth thereby increase of sales from 100 no's to 350 no's within 3 years
- Identified market gap based on order lost analysis and support in development of new product. E.g., VTL-45 XL vertical series & Big bore spindle for O&G segment.

EDUCATION

PGDIM: MARKETING 12/2018
Indira Gandhi Open University – Delhi

Bachelor of Engineering: Mechanical Engineering 04/2012
RVS College of Engineering & Technology – Dindigul, Tamil Nadu

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge

Place: Bangalore

Date: 01-05-2021

(K. VENKATESH)